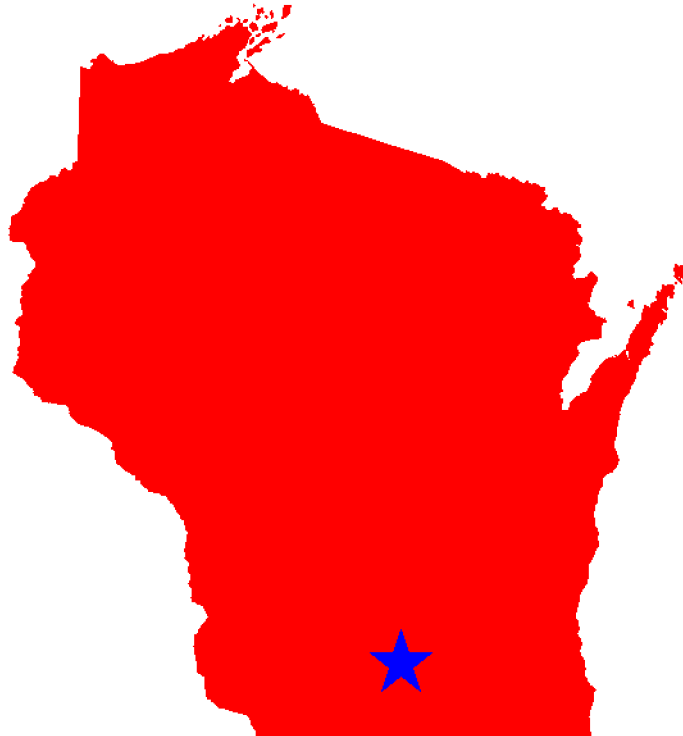


Traffic Safety Facts, Wisconsin , 2003



**Traffic Safety Facts, Wisconsin , 2003****Fatality Rates: Wisconsin , U.S. and Best State, 2003**

2003	Fatalities	Fatality Rate per 100M VMT	Fatality Rate per 100K Population
Wisconsin	848	1.42	15.5
US	42,884	1.48	14.7
Best State*		0.83	7.20

*Best Rates: Lowest Rates Attained Across All States

**Fatalities in Motor Vehicle Traffic Crashes
Vehicle Miles Traveled (VMT) and Population
1999 - 2003**

Crash Year	Total Fatalities	VMT (Millions)	Total Alcohol Related Fatalities (BAC=.01+)		High Alcohol Related Fatalities (BAC=.08+)		*Unrestrained Passenger Vehicle Fatalities	
			Number	Percent	Number	Percent	Number	Percent
1999	745	56,961	310	42	278	37	389	66
2000	799	57,266	350	44	316	40	398	62
2001	763	57,269	366	48	327	43	395	64
2002	803	58,746	360	45	322	40	407	64
2003	848	59,615	388	46	342	40	392	60

Crash Year	Motorcyclist Fatalities	Speeding Related Fatalities	16-20 Year Old Fatalities	Total Population	16-20 Year Old Population
1999	66	203	110	5,250,446	408,127
2000	78	224	127	5,374,429	406,951
2001	72	258	98	5,404,432	408,881
2002	82	276	136	5,439,137	408,970
2003	103	306	134	5,471,792	408,870

*Unknown Restraint Use Was Proportionally Distributed Across Known Restraint Use



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Traffic Safety Facts, Wisconsin , 2003

Trend of Fatalities, 1999 - 2003

		1999	2000	2001	2002	2003
Fatality Counts	Total Fatalities	745	799	763	803	848
	Alcohol-Related	310	350	366	360	388
	Single Vehicle	396	399	421	432	465
	Non-Junction	526	568	559	522	589
	Intersection	168	172	171	207	169
	Intersection-Related	24	20	4	19	26
	Speeding Involved	203	224	258	276	306
	Pedestrians	54	51	45	50	54
	Pedalcyclists	18	10	9	9	12
	Large Truck Involved	81	97	108	109	101
	Roadway Departure	406	479	463	477	510
	Passenger Car Occupants	385	432	386	412	410
	Light Truck/Van Occupants	204	206	231	227	243
	Other/Unknown Occupants (not including Motorcycles)	16	21	20	19	25
	Total Occupants (not including Motorcycles)	605	659	637	658	678
	Motorcycle Riders	66	78	72	82	103

**Traffic Safety Facts, Wisconsin , 2003****Economic Impact of Motor Vehicle Traffic Crashes, 2000**

	Overall	In Speeding-Related Crashes
U.S.A	\$230.568 Billion	\$40.390 Billion
Wisconsin	\$3.756 Billion	\$0.673 Billion

2000 is the Most Recent Year for Which Data is Available

Available Highway Safety Program Funds

	FY 2003	FY 2004
Child Passenger Safety Grants 2003b	\$154,334	
Section 154 Open Container	\$0	
Section 157 Safety Belt Use Incentive	\$668,700	\$0
Section 157 Safety Belt Use Innovative	\$0	\$540,000
Section 163 .08 BAC	\$2,025,240	\$1,712,955
Section 163 SES Enforcement		\$0
Section 164 Repeat Offender Transfer	\$0	\$0
Section 402 Formula	\$3,177,911	\$3,106,120
Section 405 Occupant Protection	\$0	\$0
Section 410 Impaired Driving	\$880,576	\$949,373
Section 154 Open Container Transfer		\$0
Total	\$6,906,761	\$6,308,448

Fatalities in Alcohol Related Crashes, 2003

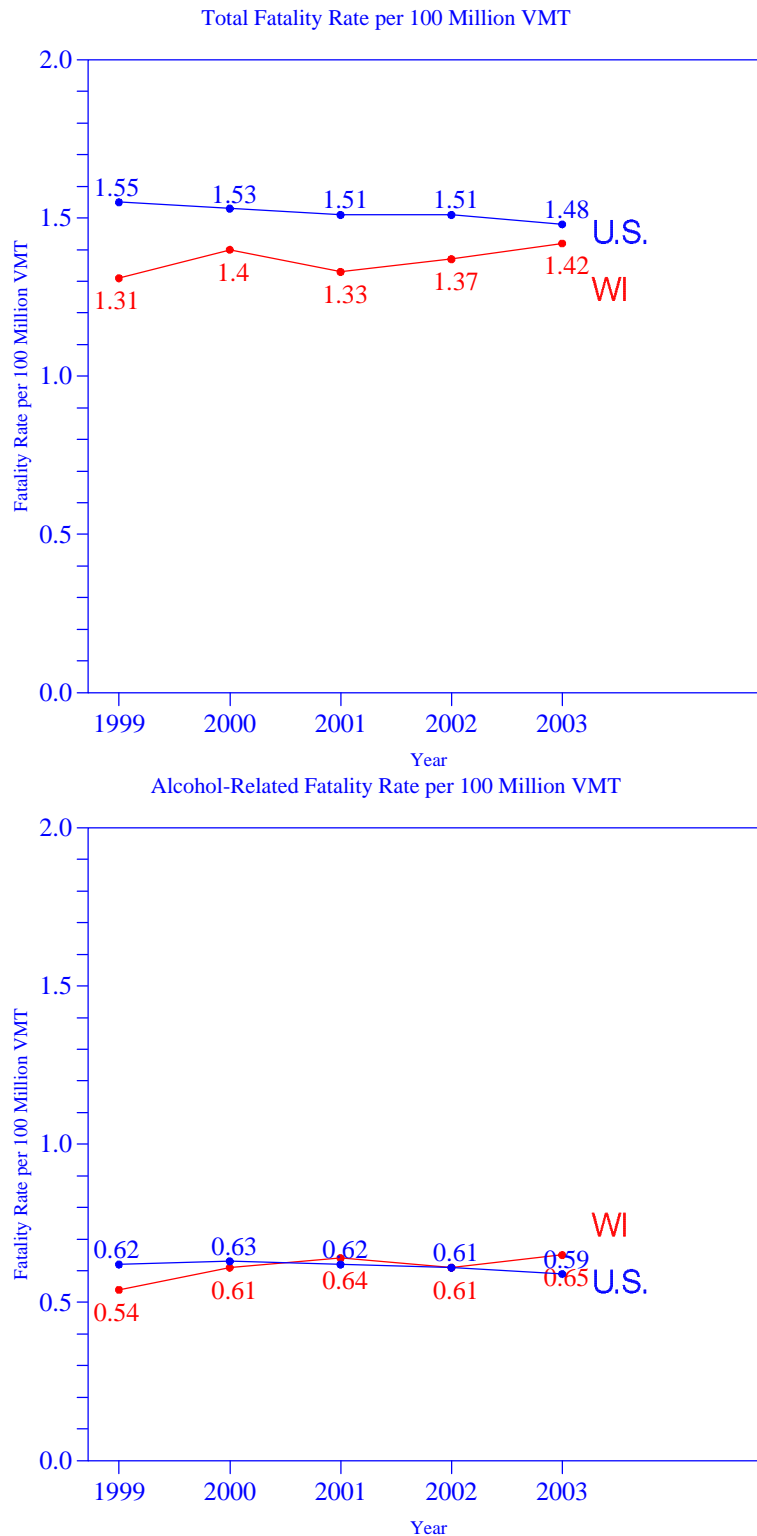
2003	Alcohol-Related (Number)	Alcohol-Related (%)	Rate per 100M VMT	Fatalities where Highest BAC in Crash was .08+	Percentage where Highest BAC in Crash was .08+
Wisconsin	388	46%	0.65	342	40%
US	17,105	40%	0.59	14,678	34%
Best State*		15%	0.20		13%

*State with Lowest Alcohol-Related Fatality Rate.



Traffic Safety Facts, Wisconsin, 2003

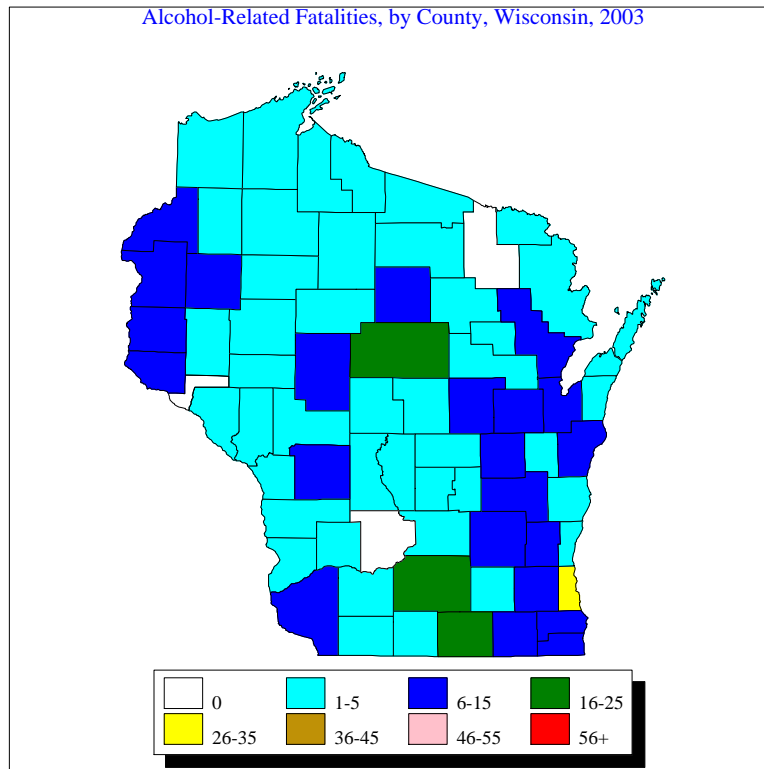
Trend Charts of Total and Alcohol-Related Fatality Rates per 100 Million VMT



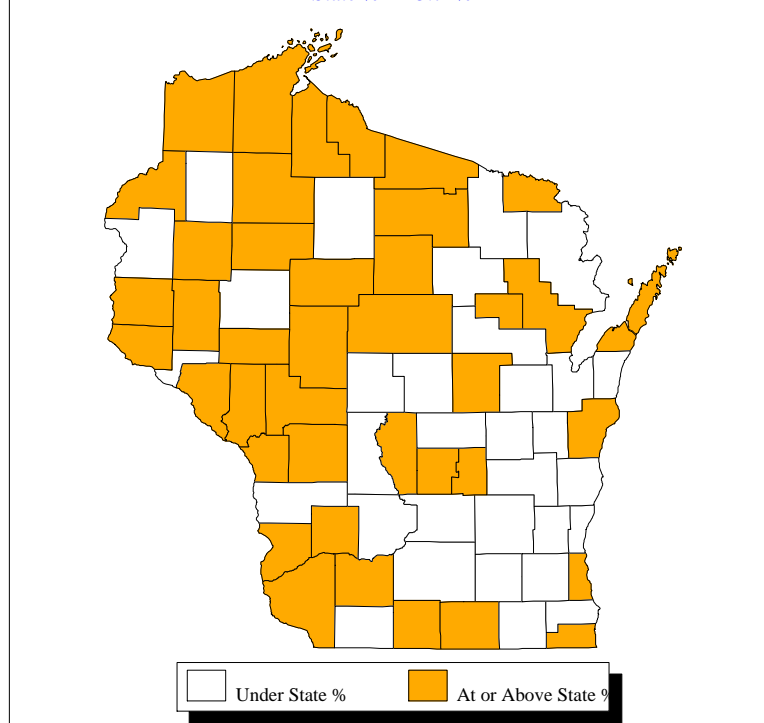


Traffic Safety Facts, Wisconsin , 2003

State-County Maps of Alcohol-Related Fatalities



Alcohol-Related Fatalities as a Percent of all Fatalities, by County, Wisconsin, 2003
State % = 45.74%



**Traffic Safety Facts, Wisconsin , 2003****Top 10 Counties for Fatalities/Fatality Rates****Rank by Number of Fatalities**

Rank	County	Fatalities	Rate per 100,000 Population
1	Milwaukee	57	6.12
2	Dane County	42	9.39
3	Rock County	37	23.90
4	Waukesha	33	8.82
5	Fond du Lac	32	32.59
6	Marathon	31	24.36
7	Brown County	29	12.39
8	Kenosha	24	15.36
9	Outagamie	24	14.33
10	Winnebago	22	13.89

Rank by Rate of Fatalities

Median Rate for all U.S. Counties : 23.72

Rank	County	Fatalities	Rate per 100,000 Population
1	Iron County	5	74.09
2	Washburn	9	54.57
3	Burnett	8	49.04
4	Oconto	18	48.56
5	Jackson	9	45.99
6	Price County	7	45.25
7	Juneau	11	43.59
8	Lincoln	13	43.20
9	Marquette	6	40.45
10	Vernon	11	38.60

Top 10 Counties for Alcohol-Related Fatalities/Fatality Rates**Rank by Number of Alcohol-Related Fatalities**

Rank	County	Fatalities	Rate per 100,000 Population
1	Milwaukee	27	2.90
2	Rock County	19	12.27
3	Dane County	17	3.80
4	Marathon	16	12.57
5	Waukesha	13	3.48
6	Kenosha	13	8.32
7	Brown County	13	5.55
8	Fond du Lac	11	11.20
9	Oconto County	11	29.68
10	Outagamie	11	6.57

Rank by Rate of Alcohol-Related Fatalities

Median Rate for all U.S. Counties : 7.745

Rank	County	Fatalities	Rate per 100,000 Population
1	Iron County	3	44.45
2	Burnett County	6	36.78
3	Marquette	5	33.71
4	Oconto County	11	29.68
5	Ashland	4	23.90
6	Sawyer County	4	23.89
7	Menominee	1	21.64
8	Jackson County	4	20.44
9	Lincoln County	6	19.94
10	Florence	1	19.83



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Traffic Safety Facts, Wisconsin , 2003

Top 10 Counties for Motorcyclist Fatalities/Fatality Rates

Rank by Number of Motorcyclist Fatalities

Rank	County	Fatalities	Rate per 100,000 Population
1	Waukesha	10	2.67
2	Milwaukee	8	0.86
3	Walworth	7	7.22
4	Dane County	5	1.12
5	Dodge County	4	4.58
6	Racine County	4	2.08
7	Brown County	3	1.28
8	Fond du Lac	3	3.06
9	Lafayette	3	18.40
10	Oconto County	3	8.09

Rank by Rate of Motorcyclist Fatalities Median Rate for all U.S. Counties : 2.59

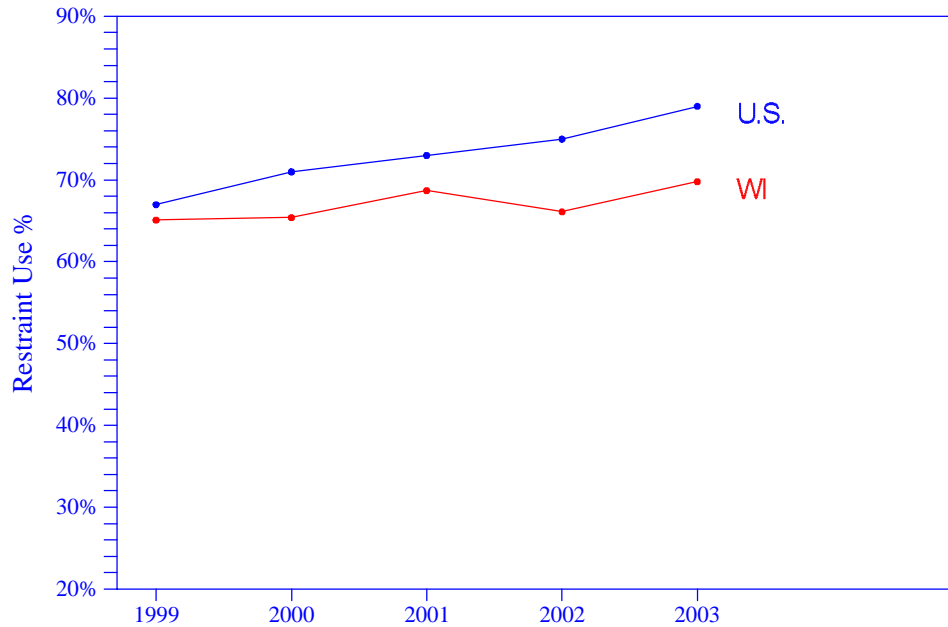
Rank	County	Fatalities	Rate per 100,000 Population
1	Lafayette	3	18.40
2	Iron County	1	14.82
3	Washburn	2	12.13
4	Kewaunee	2	9.76
5	Oconto	3	8.09
6	Juneau	2	7.93
7	Buffalo	1	7.23
8	Walworth	7	7.22
9	Door County	2	7.04
10	Vernon	2	7.02



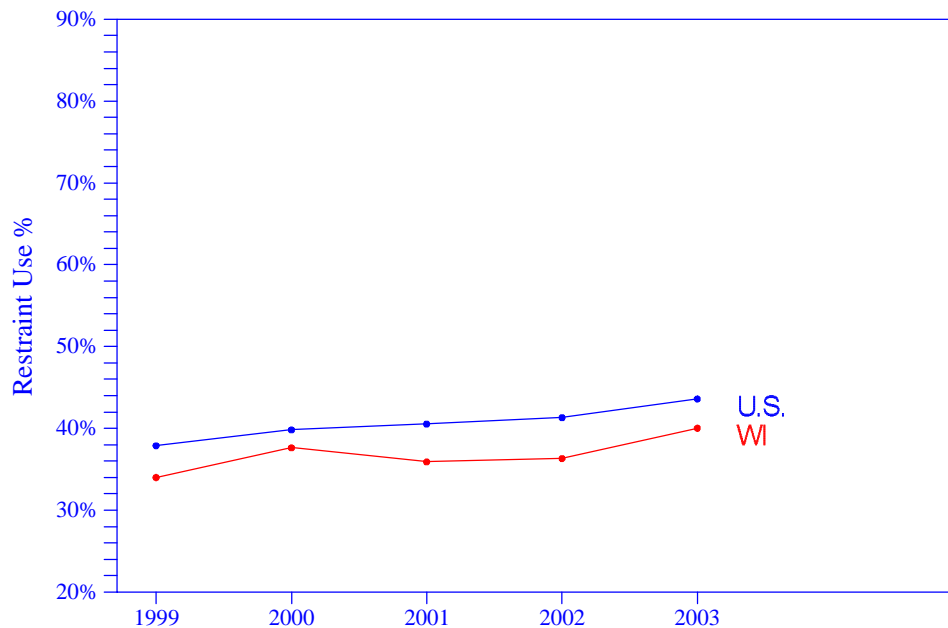
Traffic Safety Facts, Wisconsin, 2003

Trends of Restraint Use: Observed and Among Fatally Injured Passenger Vehicle Occupants

Observed Restraint Use Percent: Wisconsin and U.S.



Percent Restraint Use Among Fatally Injured Passenger Vehicle Occupants: Wisconsin and U.S.



**Traffic Safety Facts, Wisconsin , 2003****Percent Belt-Use Rates Observed Overall and Among Fatally Injured Passenger Vehicle Occupants****Belt Use Rates: Wisconsin , U.S. and Best State, 2003**

	2003	
	*Observed Restraint Use %	Passenger Vehicle Occupant Fatality Restraint Use %
Wisconsin	70%	40%
USA	79%	44%
Best State	95%	64%

*NCSA National Occupant Protection Use Survey (NOPUS), Wisconsin (State Survey)

Passenger Vehicle Occupant Deaths (age 5+)

Restraint Use (Safety Belts & Child Seats)	Total	Restrained	Unrestrained	Unknown	Current Lives Saved	Additional Savable at 100%
Wisconsin	647	234	352	61	274	167

Passenger Vehicle Occupant Deaths (age <5)

Child Restraints (Includes Child Seats and Belts)	Total	Restrained	Unrestrained	Unknown	Current Lives Saved	Additional Savable at 100%
Wisconsin	6	3	3	0	0	2

Motorcycle Rider Deaths

	Total	Helmeted	Unhelmeted	Unknown	Current Lives Saved	Additional Savable at 100%
Wisconsin	103	25	77	1	15	29

**Traffic Safety Facts, Wisconsin , 2003****Speeding-Related Fatalities and Other Statistics of Interest****Speeding Related, 2003**

2003	Number of Fatalities in Crashes Involving Speeding	Percent of Fatalities That Are Speeding Related
Wisconsin	306	36%
US	13,499	31%
Best State*		11%

*Best Rate: Lowest Rate Attained Across All States

Other Statistics of Interest

	Fatalities in Wisconsin	Percent of Total Fatalities in Wisconsin	Fatalities in US	Percent of Total Fatalities in US
Intersection Fatalities	169	20%	7,755	18%
Pedestrian Fatalities	54	6%	4,774	11%
Pedalcyclists	12	1%	629	1%
Fatalities in Crashes Involving Large Trucks	101	12%	5,036	12%
*Roadway Departure Fatalities	510	60%	25,576	60%
Passenger Cars	410	48%	19,725	46%
Light Trucks and Vans	243	29%	12,546	29%
**Other/Unknown	25	3%	1,356	3%
Total Occupants	678	80%	33,627	78%
Motorcycle Riders	103	12%	3,714	9%
***Total Nonmotorists	67	8%	5,543	13%
Total Fatalities	848		42,884	

*Fatalities based on FHWA Definition

**Includes Occupants of Large Trucks, Buses and Unknown Vehicle Types

***Includes Pedestrians, Pedalcyclists and Other Non-Motorists



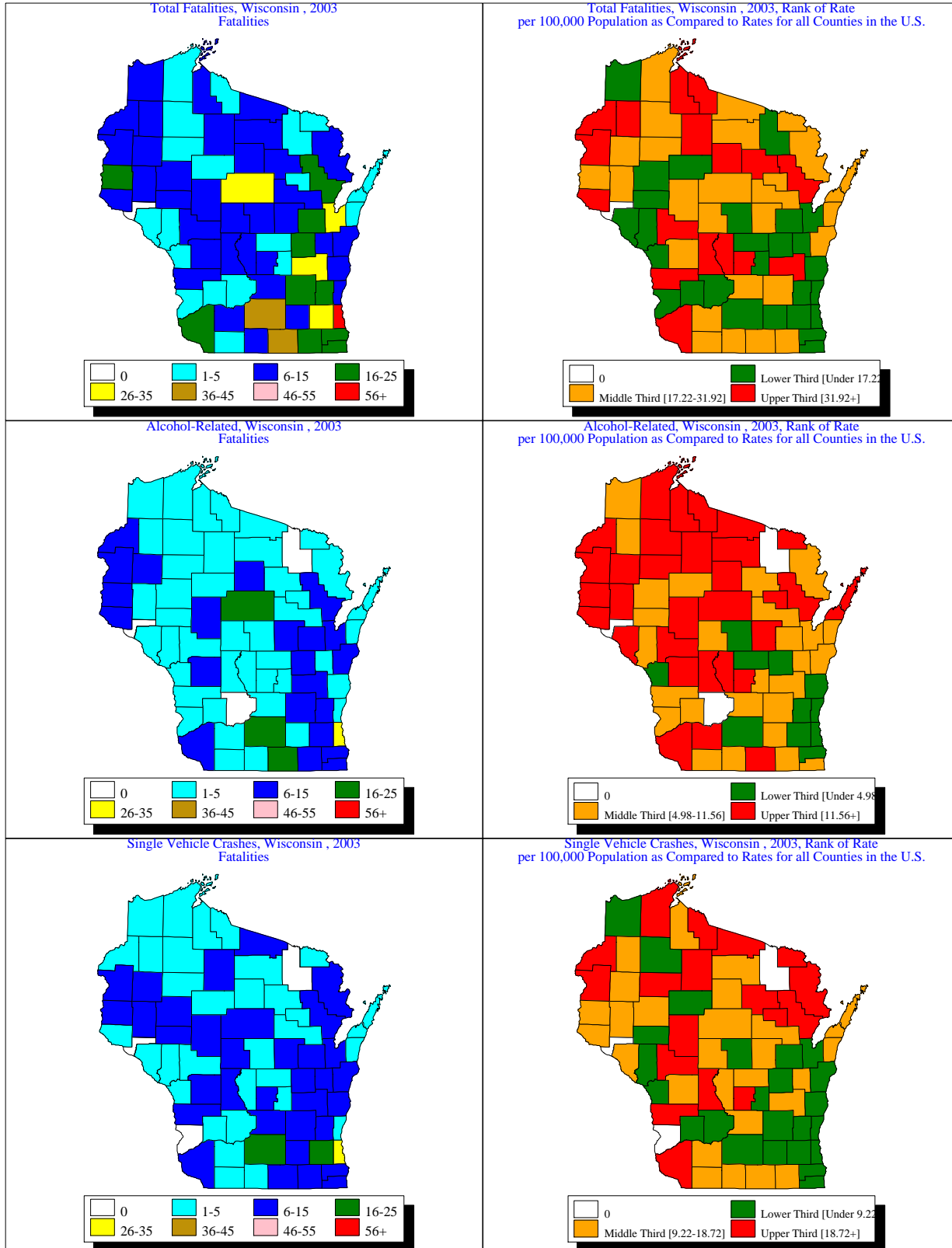
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Assorted State-County Maps





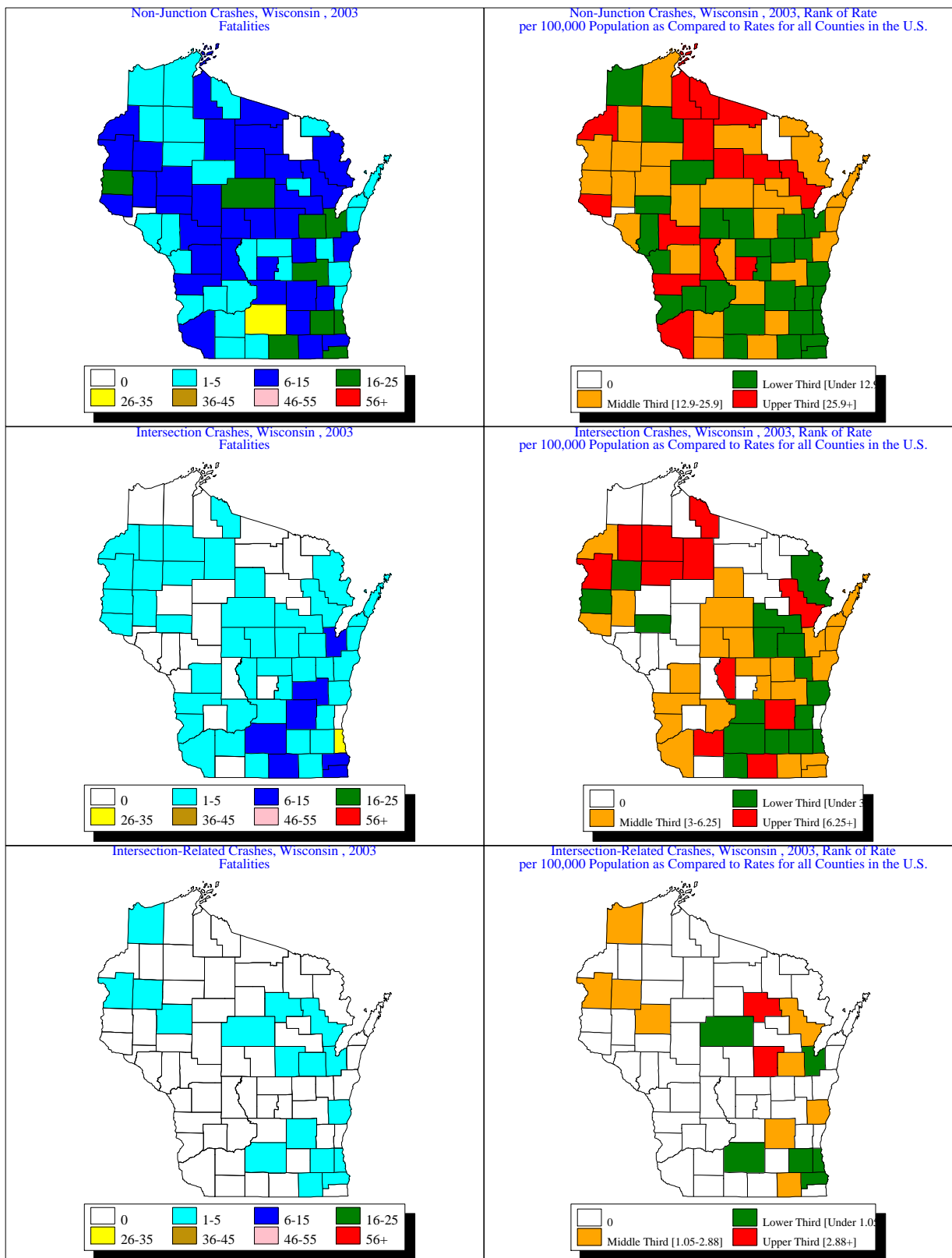
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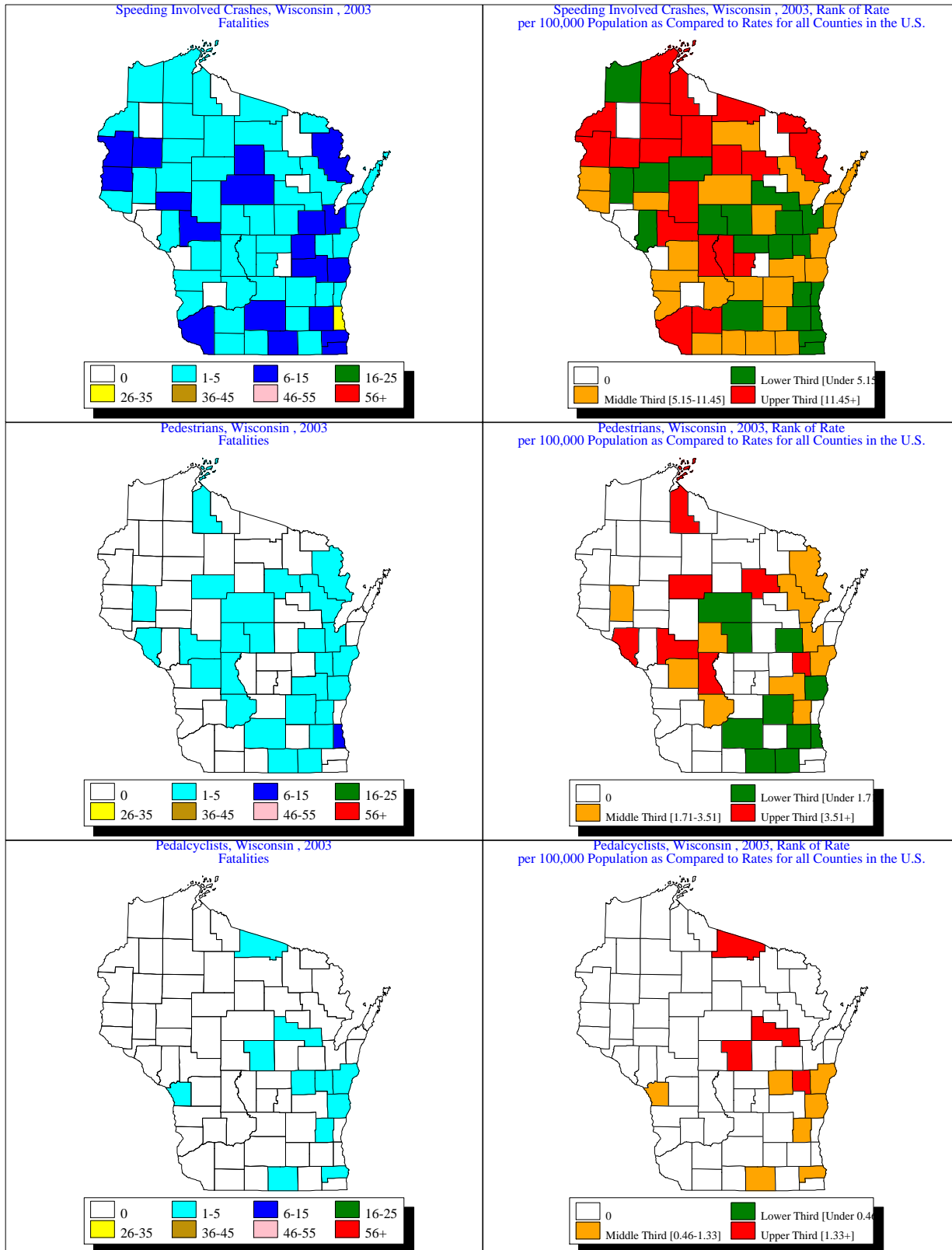
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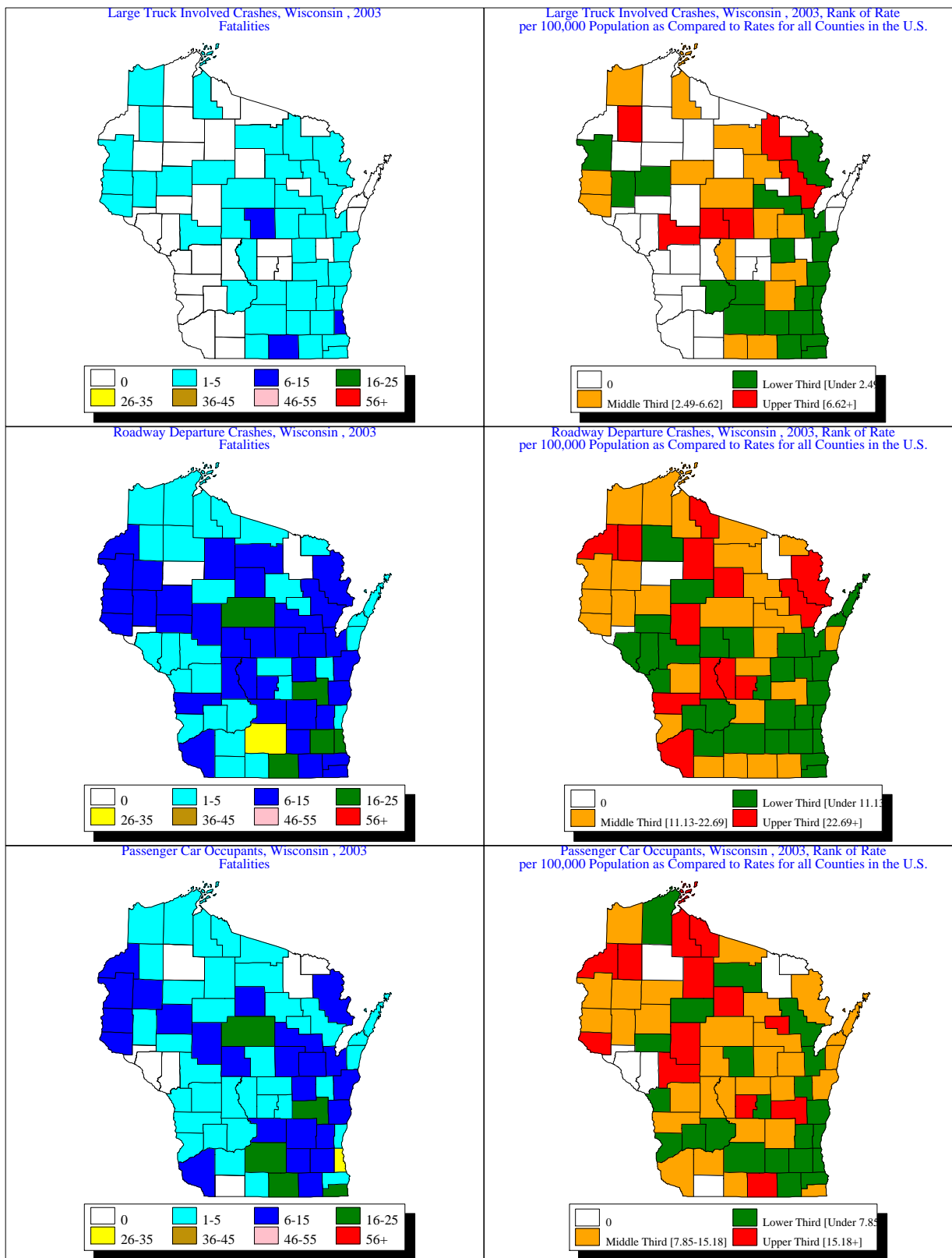
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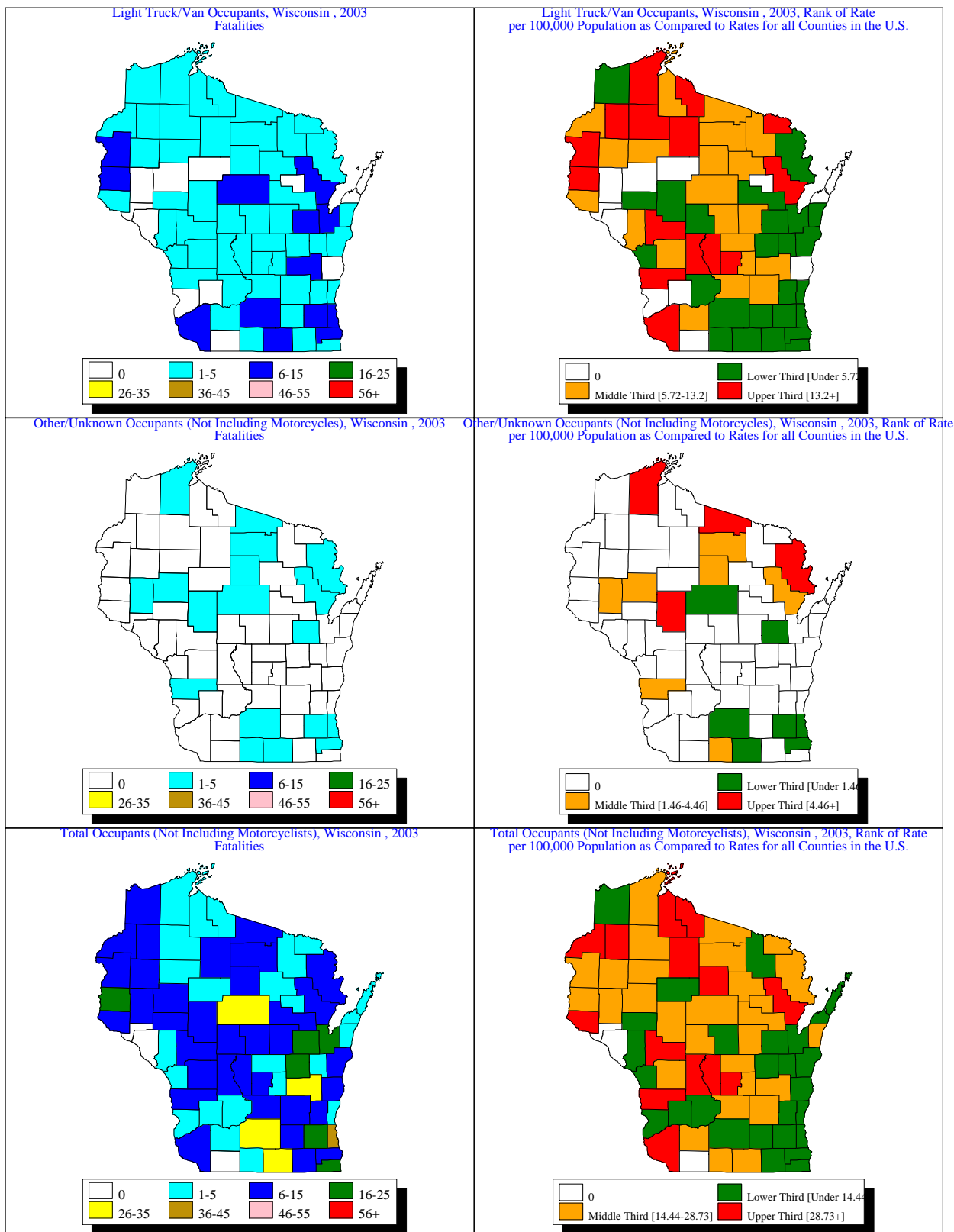
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